Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Led the design and implementation of a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, demonstrating effective time management and project prioritization.
- Enhanced deal extraction accuracy from 80% to 95% through iterative AI model refinements, showcasing creative collaboration and problem-solving within the design department.
- Optimized page load times from 18 seconds to under 1 second by refactoring the backend and migrating to MariaDB, highlighting a strong critical eye for detail and system optimization.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led large teams of up to 50, enhancing organization and motivation, directly contributing to a 34% boost in client revenue through strategic overhauls.
- Implemented a project planning system that increased productivity by 94%, demonstrating effective time management and prioritization across multiple projects.
- Developed and executed a vision focused on expertise areas, resulting in a 100% increase in client retention and improved client satisfaction by 10%.
- Integrated AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction and streamlining operations.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Led large team leadership by developing and delivering a four-week Sales boot camp, enhancing sales team capabilities and aligning with corporate objectives.
- Demonstrated effective time management and delegation by managing Salesforce migration and training, ensuring data integrity and team readiness for ABM strategies.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Led a large team in navigating multiple simultaneous projects, enhancing creative collaboration and problem-solving across departments, resulting in the successful execution of high-impact campaigns for clients like Bombay Sapphire.
- Implemented effective time management strategies, delegating tasks to focus on larger issues while monitoring critical details, achieving significant digital presence improvement for startups and established brands.

Director, Europe at High Position Agency
2010-Mar – 2011-May | Partially Remote

• Led a large team in developing and implementing a multichannel e-business strategy, resulting in a 75% revenue increase and a 40% reduction in customer churn, demonstrating effective time management and a deadline-oriented approach.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
2007-Jun – 2010-Feb | Brussels

• Led a large team across 16 local country marketing teams, coordinating Pan-European search campaigns that achieved top 5 listings for high-volume keywords, enhancing creative collaboration and problem-solving across departments.
• Implemented a 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, showcasing effective time management and a deadline-oriented approach to achieve results.
• Developed Sony's first worldwide Marginal Profit analysis, providing detailed knowledge of production methods and enhancing profitability insights, which significantly contributed to the company's financial strategy.

Manager, Finance at Sony VAIO Europe
2003-Sep – 2007-Jun | Brussels

• Led a large team in financial operations, managing P&L, budgets, and forecasts for €1B+ annual revenue, enhancing operational efficiency and profitability.
• Streamlined financial processes through automation, reducing monthly workload by 4 days and improving team productivity, demonstrating effective time management and delegation.
• Developed and implemented a 'locomotive' strategy that contributed to VAIO's profitability turnaround, increasing operational profit from 0% to 5% in 3 years, showcasing creative problem-solving and strategic planning.

Financial Analyst and Investor Relations at Charlotte Russe
2002-Sep – 2003-Apr | San Diego

• Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting effective time management and detailed performance reviews across departments.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
1997-Aug – 1999-Apr | St. George, UT

Skills
Business Development:
Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:
Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:
Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:
Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:
AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:
English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: b94be176aaabd3bd77d1